



**City of Scottsdale**  
**Tourism Development Commission**

**Approved Minutes**

9:00 a.m., Tuesday, October 20, 2020

Meeting held electronically

- PRESENT:** Linda Dillenbeck, Chairperson  
Sherry Henry, Vice Chair  
Jeanne Alspaugh  
Anna Mineer  
Richard Newman  
Ken McKenzie
- STAFF:** Karen Churchar  
Steve Geiogamah  
Ana Lia Johnson  
Holli Shannon  
Cheryl Sumners
- GUESTS:** Rachel Pearson, Experience Scottsdale  
Caroline Stoeckel, Experience Scottsdale  
Kelly Triplett, Experience Scottsdale  
Anna Blount, Longwoods International

**1. Call to Order/Roll Call**

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. All Commission Members were present.

**2. Approval of Minutes**

Commission discussion and action to approve the September 15, 2020 regular meeting minutes.

VICE-CHAIR HENRY MOVED TO APPROVE THE SEPTEMBER 15, 2020 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0) WITH NO DISSENTING VOTES.

**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

**3. Travel USA 2019 & Return to Sample Reports**

Presentation, Commission discussion and possible recommendation regarding the Longwoods International Travel USA 2019 & Return to Sample Reports.

Anna Blount, Longwoods International provided an update of the research results for the Longwoods International Travel USA 2019 & Return to Sample Reports.

**4. Scottsdazzle Event Updates**

Presentation and Commission discussion and possible recommendation regarding the 2020 Scottsdazzle event.

Karen Churchard provided an update on the plans for the 2020 Scottsdazzle event.

**5. Event Funding Program Recommendations**

Commission discussion and recommendations on the following applications for event funding:

- a) Barrett-Jackson Auction - \$30,000
- b) AZ Fall Invitational Team NJ Softball - \$2,500
- c) Desert Super Cup Soccer - \$2,500
- d) Phoenix Cup Soccer - \$2,500

COMMISSIONER MCKENZIE MOVED TO APPROVE THE EVENT FUNDING FOR ALL FOUR EVENTS AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0) WITH NO DISSENTING VOTES.

**6. Event Venue Fee Program Review**

Commission discussion and possible recommendation regarding changing the program room night requirement.

COMMISSIONER MCKENZIE MOVED TO APPROVE CHANGE IN THE ROOM NIGHT REQUIREMENT FOR THE EVENT VENUE FEE PROGRAM AS PRESENTED. VICE-CHAIR HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0) WITH NO DISSENTING VOTES.

**7. Staff Reports**

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma.

**8. Public Comment**

There were no members of the public who wished to speak.

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**9. Identification of Future Agenda Items**

Mr. Geiogamah stated the future agenda items will include An Experience Scottsdale quarterly update and future event funding requests. We may also look for a stadium update and a WestWorld marketing update.

**Adjournment**

With no further business to discuss, being duly moved by Commissioner Newman and seconded by Commissioner Mineer the meeting adjourned at 9:51 a.m. AYES: Chair Dillenbeck, Vice Chair Henry, Commissioners Alspaugh, Mineer and Newman with no dissenting votes.

**Next scheduled regular meeting is November 17, 2020**